



Launch Your Future Today

LYFT Pathways Advisory Committee

July 20, 2022

PRESENTATION & NOTES (gray areas)

Career & Technical Education

Meeting Objectives

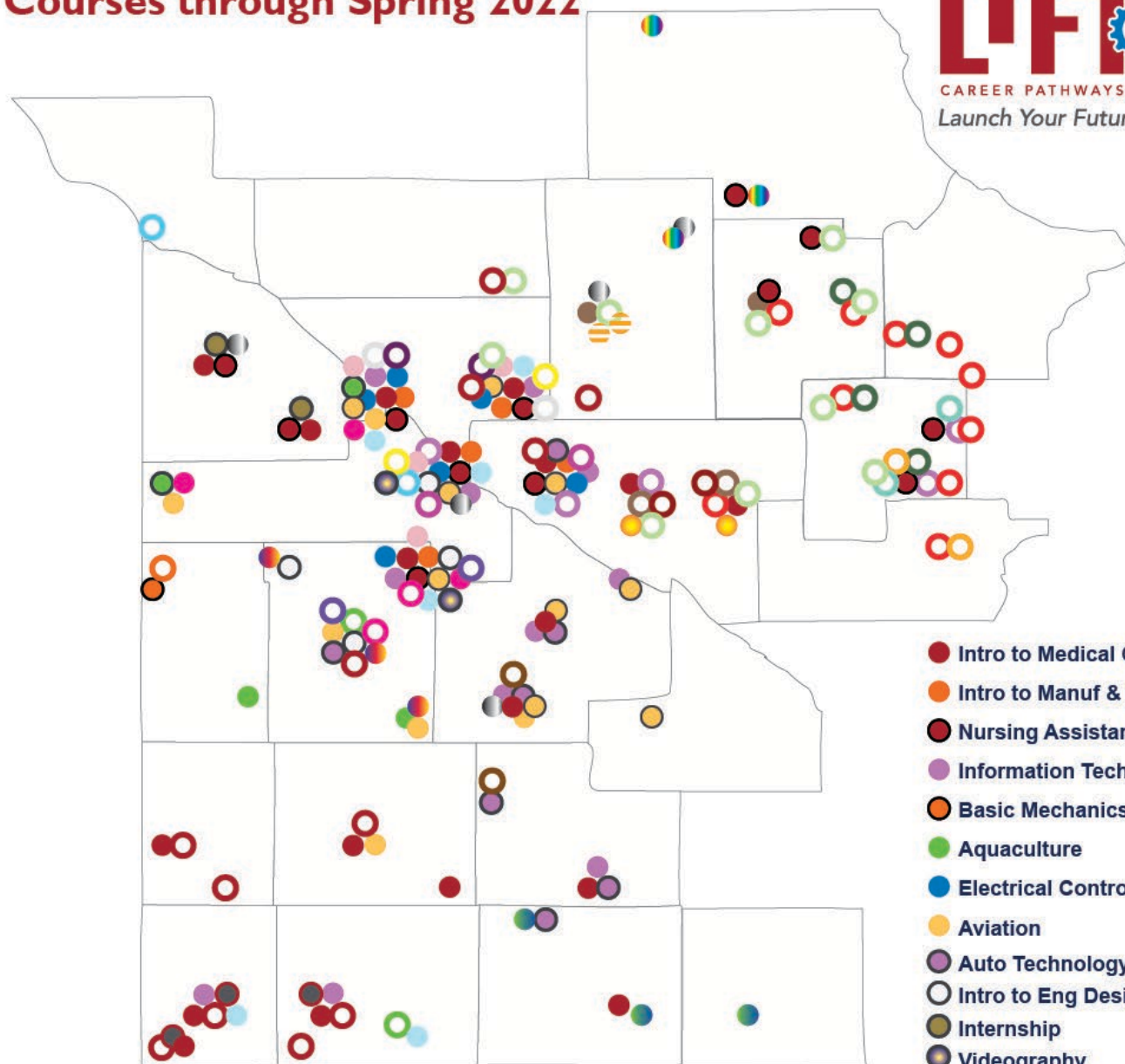
- Discussion of Alignment of Resources/Programs
 - Perkins, WIOA, LYFT Pathway Grants
- Exploring FY 23 Focus and Key Activities
- Provide input to LYFT Pathway Grant Criteria
- Establish Adv Comm meeting cadence for FY23



Updates
Tom Hoff, SWWC

2021-22 School Year

Courses through Spring 2022



- Intro to Medical Careers
- Intro to Manuf & Engin
- Nursing Assistant
- Information Tech Concepts
- Basic Mechanics
- Aquaculture
- Electrical Controls
- Aviation
- Auto Technology
- Intro to Eng Design
- Internship
- Videography

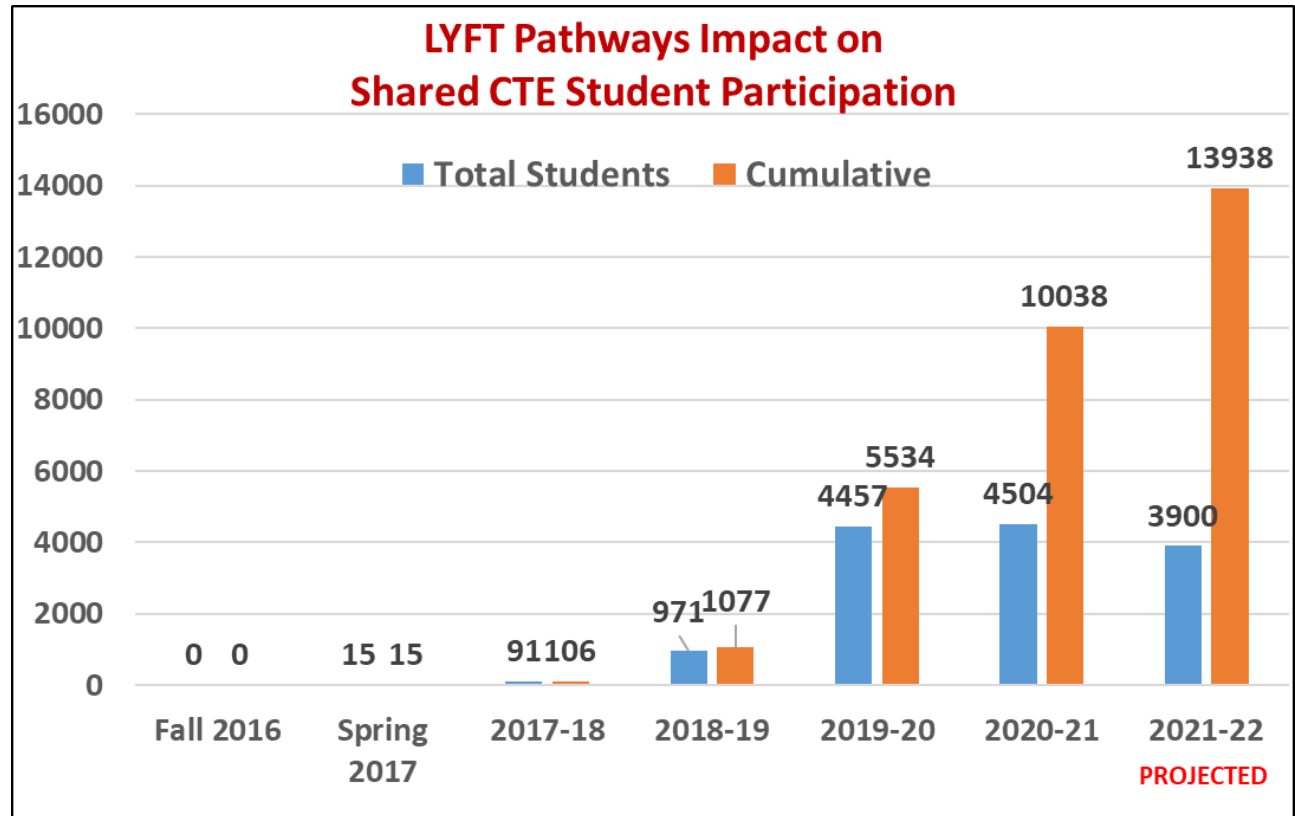
- CMJTS Work Based Learning
- Small Business Basics
- Food Truck
- CS Discoveries
- Community Health Worker
- Networking Basics
- CPR, First Aid & AED
- Electrical, Plumbing and HVAC
- CADD PLTW
- Tiny House
- Medical Terminology
- IGNITE Your Future
- Child Development
- Architecture PLTW
- Yellowstone Productions
- ProStart
- CEO
- Manufacturing
- Welding Principles
- CDL Training Program
- Intro to Education
- Pharmacy Tech
- AgDrone Technology
- Medical Careers Internship
- Industrial Const Methods
- PIC Work Based Learning
- Documentary Film Making
- CROW CAPS MAPS
- Work and Learn
- Pathways Technology
- YES! ECO Careers
- BEN CEO in the Classroom

LYFT Pathways Impact

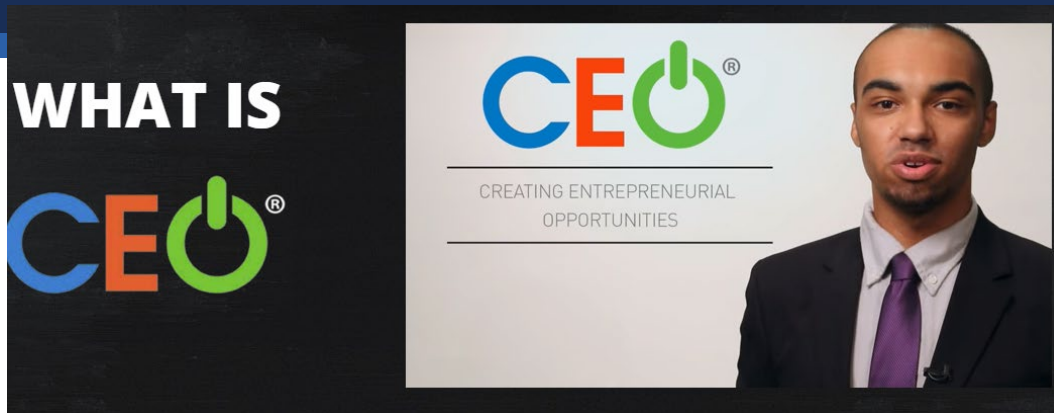
10,038 Students
51+ LYFT Projects
40 of Them Courses

PROJECTED
by End of 2022...

Nearly 14,000
Students



Entrepreneurship



LYFT-Supported Collaborations:

- SW MN CEO — Luverne, Pipestone, Adrian, Ellsworth, HBC, Edgerton, SW Christian
- West Central MN CEO — MACCRAY, KMS, RCW, Central MN Christian
- Lyon/Murray County Area — Marshall, MCC
- MN River Valley — YME, Montevideo, Lakeview
- Jackson/Windom
- Benson/Morris (possible)

Additional updates or regional awareness...

- IGNITE career expo – Ridgewater Hutchinson Oct. 14
- Skilled Workforce Conference – Hutchinson Oct. 19
- NACEP in Minneapolis Nov 7/8 – Reduced rates available with a code from NACEP member institutions. Contact Kayla or Theresa for more information.
- Construction/Geometry program with Jackson, MCC, Pipestone was shared by Gail P.



Understanding & Aligning Resources

Perkins Consortia

- Comprehensive local needs assessment and alignment
- Approved CTE programs only
- 5th grade and up
- NO - remedial/developmental courses; postsecondary customized training; supplanting of funds; consumable supplies; direct individual/student benefit; capital improvements
- Must have strong industry connection (use same equipment, tools, learning opportunities as current industry)

MN West Consortium

- MN West Community & Tech College
- 38 High Schools

Mid-Minnesota Consortium

- Ridgewater College
- 17 High Schools

Funds most often used for purchasing equipment, career exposure through industry tours/expos; and teacher workshops

Committee noted the importance of aligning LYFT efforts with Perkins and WIOA to ensure most efficient use of funds and to avoid duplication.

WIOA Youth and Young Adults

- Out-of-school youth (OSY) ages 16-24; In-school ages 14-21
 - (low income and 1 of more of: basic skills deficient, English language learner; offender; homeless, runaway or foster; pregnant or parenting; with a disability; or requires additional assistance to complete an educational program or to secure and hold employment.)
- Customer-focused, need-based employment and training services; helping young people navigate between the educational and workforce systems; Career exploration/guidance, career pathways, support for educational attainment, opportunities for skills training for in-demand occupations
- Employers as critical partners - work experiences; learn and apply skills in real-world setting; jobs that young people are ready to fill given the opportunity.
- WIOA Focus: OSY (minimum funds from 30 percent to 75 percent); major focus on work experience opportunities (minimum of 20% of local area funds); new program elements – financial literacy, entrepreneurial skills, labor market/employment information; prep for/transition to post-secondary education/training; concurrent enrollment

WIOA/SW MN PIC YOUTH PROGRAMMING

Carrie Bendix, Exec. Director at SW MN Private Industry Council provided additional information about their work with youth.

- WIOA Title I: Supports adult, dislocated worker and youth programming; individual focused for those who qualify (see previous slide)
- SW MN funds have been decreasing as based on unemployment rates (SW MN as low as 1.7%)
- Work & Learn Coordinators are paid through braided funding from: LYFT, Otto Bremer, SWIF, United Way.

Rural CTE Consortium Grant

- State Funds—
Fiscal Years 2022
and 2023 - \$6
million
- FY23 - Joint
Minnesota
Service
Cooperative
grant \$3 million
- SWWC -
\$286,000
- Addressing CTE barriers through intentional
collaboration/coordination (sharing and replicating resources
and innovative practices)
- Coordinated services in school districts for successful career
pathway development and career-connected learning.
- Student-centered CTE through school district innovation funding
- Advanced experiential and work-based learning opportunities
through business engagement
- Increased awareness of CTE through unified CTE
messaging/marketing targeted to families, students, and
businesses
- Addressing the shortage of CTE teachers by providing enhanced
teacher licensure and professional development

Additional Leveraged Resources

What additional resources might support this work?

The group discussed potential opportunities including...

- Founding business partners; create legacy for local area
- Local Economic Development Authorities – funds to support local people/work
- Unions – example shared of reimbursement for students attending heavy equipment class through MN Virtual Academy
- Testimonials from students/other businesses and longitudinal study helps messaging to these entities

Other Key Insights Shared...

- Strongest interest currently in house is free college for all; may hinder efforts for funding such as [SW MN Council of Mayors seeking funds for pilot program](#)
- URGENT – over 50 legislative spots open – we need messaging to those running NOW (window of 4-5 months)
- Discussions of inviting key legislators to future meeting and/or events



FY 23 Focus Areas

Potential Areas of Focus

- **Advancing Student/Employer Connections**

- More/advanced immersive experiences - Student exposure to multiple career options/skills that transfer; students see that they aren't preparing for one perfect job
- Skills-oriented apprenticeships programs (without some of the other educational requirements; potential DOL Youth Skills; resources like Bring You're A Game)
- Help businesses understand how to partner
- Consider having cohorts/consortiums of like businesses work together to be involved/offering experiences for students (less impact on small businesses)
- Connect branded events – manufacturing weeks, etc.

- **Ensuring Equitable Access and Opportunities for Students**

- Identify and lessen the “true” barriers for underserved (Transportation/Travel)
- Support collaboration of schools/programs not located near one another
- Expand offerings to Jr High/Elementary levels (ABE; 4-yr drop outs; 2-yr transfer students)
- Career Navigators available in every school – supporting students with not only experiences but also reflections/planning
- Higher education connections – mentorship, inspiration, college credit for work exploration/experience in high school
- CEO programs in more areas

Potential Areas of Focus

- **Advancing Educator Awareness and Professional Development**
 - Career awareness to classroom teachers (all content areas; how learning applies in real world); potential teacher stipend for professional development
 - Professional development – licensure; externships, etc. [Define the needs in our region]
 - Awareness of the opportunities/experiences that exist and are available to their students
 - Cross pollination of lessons/ideas between schools (Innovation in Education Conference?)
 - Support to embed CTE into Core 4 and vice versa
 - Counselor awareness/understanding of 2-yr ROI/opportunities
 - Workshops for out-of-field teaching
- **Expanding Regional Awareness and Collaboration**
 - LYFT Advisory Committee diversity (age, gender, geographic, demographic)
 - Student engagement/involvement in LYFT/Planning (ensuring their voice in our work)
 - Strategic Marketing: Student, Parent and Community/Public Awareness
 - Workforce/CTE information available at school events
 - Public messaging about CTE careers (high demand/high wage opportunities); use social media, TikTok, etc.)
 - Strategic marketing tied to other events (CTE month; manufacturing month, etc.)
 - Myth busting around 2 year and 4 year options (no shaming for either)
 - Cross pollination of lessons/ideas (business, education, community engagement)
 - *Exploration/development of future resources to continue advanced CTE*

FY 23 Focus Areas

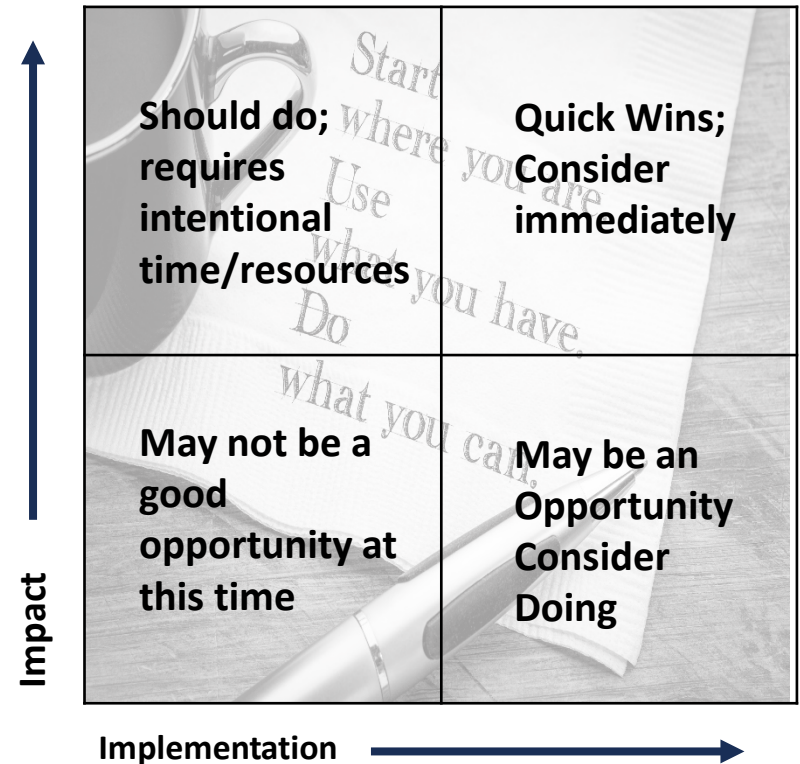
Are these the right focus areas for FY 23?

- **Advancing Student/Employer Connections**
- **Ensuring Equitable Access and Opportunities for Students**
- **Advancing Educator Awareness and Professional Development**
- **Enhancing Regional Awareness and Collaboration**

The Adv Comm indicated that these ARE the right areas of focus.

Exploring the Wildly Important

IF begun today, what efforts would have the greatest impact AND are best positioned for implementation?



The committee broke into groups to discuss what activities within the focus areas might have the greatest impact.

Advancing Student/Employer Connections

Ideas from past discussions:

- More/advanced immersive experiences - Student exposure to multiple career options/skills that transfer; students see that they aren't preparing for one perfect job
- Skills-oriented apprenticeships programs (without some of the other educational requirements; potential DOL Youth Skills; resources like Bring You're A Game)
- Help businesses understand how to partner
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- Connect branded events – manufacturing weeks, etc.

Suggested actions:

- **Rotational internships/OJT (more than job shadows and OJT of the past; learning from businesses/promoting opportunities)**
- **Mentoring – describing regional/local employer opportunities; promoting occupations in demand and the technical skills needed**
- **Business tours for other businesses, educators, parents**
- **Job boards**

Ensuring Equitable Access/Opportunities for Students

Ideas from past discussions:

- Identify and lessen the “true” barriers for underserved (Transportation/Travel)
- Support collaboration of schools/programs not located near one another
- Expand offerings to Jr High/Elementary levels (ABE; 4-yr drop outs; 2-yr transfer students)
- Career Navigators available in every school – supporting students with not only experiences but also reflections/planning
- Higher education connections – mentorship, inspiration, college credit for work exploration/experience in high school
- CEO programs in more areas

Suggested actions:

- **Career Navigators in/available to every school; consider contracting with Chambers of Commerce or local EDAs**
- **Make the CEO classes eligible for college credit**
- **Explore stronger connections from the Career Navigators to a college advisor so that students have continual help to get to post-secondary education and training**

Expanding Regional Awareness and Collaboration

Ideas from past discussions:

- LYFT Advisory Committee diversity (age, gender, geographic, demographic)
- Student engagement/involvement in LYFT/Planning (ensuring their voice in our work)
- Strategic Marketing: Student, Parent and Community/Public Awareness
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Suggested actions:

- **Strategic Marketing - Identifying target audiences and customized messaging for each - focus on targeting key groups and audiences will be critical (funders, elected officials, parents, BIPOC, students with disabilities and more)**
- **Diversifying the LYFT Advisory Committee to include individuals from target audiences to help provide input into the Marketing Strategy and our broader work – specific mention of needing student/industry voices, perhaps create student and business advisory committees**

Potential Areas of Focus

Advancing Educator Awareness and Professional Development

- Career awareness to classroom teachers (all content areas; how learning applies in real world); potential teacher stipend for professional development
- Professional development – licensure; externships, etc. [Define the needs in our region]
- Awareness of the opportunities/experiences that exist and are available to their students
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Suggested actions:

The Minnesota Service Cooperatives have included this as a key area of focus for the statewide Rural CTE Grant. As such programming and resources will be available to all regions. We will know more about what is available in September. As such, the group did not discuss this area at this time.



FY 23
Innovation Funding
&
Adv Committee

Innovation Funding to Schools

- Past Criteria

- Student-centered
- Collaboration – 2 schools, other partners
- Business driven, supported, link to regional economy
- Innovation
- Sustaining after funding
- Up to \$50,000 per application

- Possible FY23 Criteria

- Collaborative Partnerships
- Student-centered
- Business driven/supported
- Collaborative/Innovative
- Evaluation/Outcomes
- Up to \$XXXXX per application?

Innovation Funding to Schools

- What criteria should be used?
- How might we define key components such as collaborative, innovative, etc. ?

Eriann provided a copy of the DRAFT grant application. Please provide your input via email to: Eriann.faris@swwc.org by Aug. 10th

Advisory Committee

- Meeting Cadence

- Frequency – 4 times/year;
- Format - 2 in person (fall/spring);
2 remote (winter/summer)



- Structure

- Who's missing? – We discussed some potential candidates and will further review the group makeup prior to our next meeting
- Discussed moving toward a sub-committee structure to work on areas of focus in between meetings

Reflections/Next Steps

THANK YOU!

Next meeting:
TBD - Likely October

- Tom Hoff, tom.hoff@swwc.org
- Eriann Faris, eriann.faris@swwc.org
- Cheryl Glaeser, cheryl@achieveresultstogether.com

Rural CTE Consortium



MEMBER SCHOOL DISTRICTS

